

## Solution Fit; Product Market-Fit and Value Proposition-Facebook Smart Glasses

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### Solution Fit; Product Market Fit and Value Proposition

On 9<sup>th</sup> September 2021, Facebook Inc. launched its first clever eyeglasses in a step towards its goal of providing factual augmented authenticity spectacles. Facebook created the glasses in partnership with Ray-Ban maker EssilorLuxottica. The spectacles enable the person wearing it to listen to songs, take photos, capture small videos, and share them through Facebook's services by using a confidant application. The photos and videos can be captured via the use of voice instructions. This paper will provide the solution fit, market fit and value proposition analysis of the Facebook smart glasses.

### **Problem-Solution Fit**

Problem-solution fit is the evidence a product or service help solve the problem of the customer (Due, 2014). At this stage, the organization has proven the availability of a challenge and chose to design a value plan to help address its purchasers' jobs, troubles, and advances. The research of global startups carried out by the venture capital databases is that failure to confirm that the clients care about the trades, gains, and pains can sometimes lead to firms launching products that customers do not need, making them fail.

Before launching a product, there is always a need to investigate the customer's needs thoroughly. For instance, in the launch of the Facebook smart glasses, Facebook wanted to make sure that the life of its customers is

turned to be very simple (Osterwalder et al., 2014). This is because the Facebook smart glasses objective is to offer a life monitoring service and create a platform for capturing more reliable photos and video clips. The glasses will address the customers' needs of capturing real-life events from their point of view. The potential customers for the Facebook smart glasses are anybody who will be impressed by them and afford it. It is not only Facebook that has tried to introduce smart glasses in the market, but Google also made one in 2012, but it failed since the investors excluded defining and validating the users and the challenges it was solving. The investors also believed that the product would still sell even without the features.

### **Product Market Fit**

Product market fit represents a situation whereby the target customers of an organization are purchasing, consuming and expressing about the establishment's products insignificant number enough to withstand the merchandise's evolution and enhance productivity. After identifying whether the product solves the customers' needs, the next thing will be for the Facebook smart glasses to enter into the market to find out whether it fits the market or not. These new intelligent glasses will face stiff competition from spectacles from other significant technologies such as Amazon, Microsoft and Snapchat (Rauschnabel et al., 2015). However, with the fascinating features that the Facebook smart glasses have, such as capturing photos and videos and the viewer application, which reminds the user not to

use the device while driving or in offices, the glasses will place a massive bet in the market.

The Facebook smart glasses are targeted at customers who wish to capture real-life events comfortably and with a lot of privacy. Another category of individuals who are ideal for smart glasses is private investigators and detectives. It will help them capture scenes of crimes and provide videos and photos as primary evidence in the court of law. The Facebook Smart glasses will resonate in the market if it allows every social class individual to afford them by reducing the price. However, those who can afford the glasses can purchase them because of being convenient. Many technologies have offered smart glasses but do not have the fascinating features of the Facebook Smartglasses.

### **Value Proposition**

A value proposition is a price that an establishment promises to provide to customers should they indicate the readiness to buy its product. In most cases, a value proposition highlights what makes a product from other similar products from competitors. Still, it is majorly defined by the definition of the value that the consumers place it. The benefits of the Facebook smart glasses are very evident hence enabling the product to sell itself.

Some of the values propositions that the inventors can use are innovation, brand, customization and accessibility. There is a need for innovators to ensure that they offer a wide assortment of glasses for

different categories of individuals (Zott & Amit, 2007). For instance, they should avail smart goggles that can be accessed by those who do not have a special socioeconomic status. Additionally, there is a need to ensure that the glasses are being improved with time to offer better services than it provides currently. Finally, there is a need to ensure that the glasses are unique and are not offered by any other company or if they are offered, they are costly.

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